

# FAST FACTS.

## Agency Name

Hitchcock Fleming & Associates, Inc.  
(hfa)

## Established

1940

## Address

500 Wolf Ledges Parkway  
Akron, OH 44311

## Telephone & Fax

Telephone: (330) 376-2111  
Toll Free: (888) 376-7601  
Main Fax Number: (330) 376-2220

## Website

[www.teamhfa.com](http://www.teamhfa.com)

## Principals

### **Jack DeLeo, Chairman/CEO**

Office: (330) 376-2111, ext. 6906  
Cellular: (330) 256-5200  
Email: [JDeLeo@teamhfa.com](mailto:JDeLeo@teamhfa.com)

### **Nick Betro, President/Chief Creative Officer**

Office: (330) 376-2111, ext. 6913  
Cellular: (330) 603-3777  
Email: [NBetro@teamhfa.com](mailto:NBetro@teamhfa.com)

### **Chuck Abraham, Executive VP/CFO**

Office: (330) 376-2111, ext. 6902  
Cellular: (330) 256-5201  
Email: [CAbraham@teamhfa.com](mailto:CAbraham@teamhfa.com)

### **Shirley Shriver, VP Marketing Services**

Office: (330) 376-2111, ext. 6923  
Cellular: (330) 256-8708  
Email: [SShriver@teamhfa.com](mailto:SShriver@teamhfa.com)



MARKETING  
COMMUNICATIONS

# SERVICES BY DISCIPLINE.

## Marketing

- Strategic planning
- Brand development
- Brand architecture
- Market research
- Relationship marketing
- Sales promotion
- Industry & competitive analysis
- Database marketing
- Loyalty programs
- Product launches
- Channel strategy

## Creative

- Consumer print advertising
- Trade print advertising
- Collateral material
- Broadcast TV
- Broadcast radio

## Creative (cont.)

- Video
- POS
- Line reviews
- Corporate identity
- Brand/product name generation
- Billboards

## Interactive

- Digital strategy development
- Website development
- Interactive programming
- Banner design
- Search engine optimization
- Interactive tracking & reporting
- Blogging & podcasting
- Email marketing
- Social marketing

## Media

- Planning & buying
- Social media strategy
- Search engine marketing
- Direct marketing
- Target account programs
- Sponsorships

## Public Relations

- Media relations
- Press materials & press kits
- White papers & advertorials
- Tradeshow & event planning
- Event coordination
- Speaking opportunities